

NABCH MODEL

NEEDS:

Our value proposition would consist in the manufacture of a packaging for cans with a special plastic that, when in contact with saltpeter from the sea, dissolves. Thus we will reduce the contaminating impact of the food market and industries in the middle environment, besides obviously benefiting both the flora and the marine fauna. Our product, that is, our value proposal will be destined and directed to companies and food industries that work with preserves, soft drinks, etc. In the beginning we will work in the national sector, when we increase our sales and therefore, the size of our company we will expand the market.

APPROACH

Our product is also considered an environmental solution of a marine nature since, according to data provided by prestigious universities, the number of extinctions or disappearances of marine species due to being trapped in containers of plastic derived from the consumerism of capitalist society. Our channels, that is, how to reach our customer segment, would be through various social networks that exist today, in addition to traditional methods such as fences advertising and press.

BENEFITS:

Our benefits would be clearly environmental, in addition to trying to raise awareness of society of this great problem existing nowadays. This innovative product is a clear evolution on the previous markets since, it treats to the plastic of a progressive way and that breaks with the hegemony of plastic processing in the food industry.

Possible slogans:

1. "Do not do stupid things and help the fish"
2. "Be drastic and finish with plastic"
3. "With cotiplas less is more"



PROMOTION:

Advertising: informative type to be a product of new creation

Sales promotion: promotions

Personal sale: go from company to company promoting our incredible product

Public relations: sponsor local events

Publicity: through our own social networks or friends

Merchandising: giving away items with our logo

Competition:

Our value proposition is different and innovative with respect to the previous ones since, it has ecological concerns that affect the production processes of the company, the habits of consumer purchase and that affect the product of the company by the consumer.

Market knowledge (sector data):

- Market: plastic
 - Customers: packaging companies
 - Competitors: disposable plastic companies
 - Distribution channels: short channel
 - Suppliers: distributor of chemical products
- Market knowledge (competitive analysis):
- Entry and exit barriers: entry (little experience and capital requirement) exit (labor regulations, strategic interrelations)
 - Possible new competitors: plastics distribution companies

- Bargaining power of clients: high bargaining power due to experience
- Possible response strategies of competitors to the activity of our company: price, age and attractiveness of the street
- Bargaining power of suppliers: high due to experience
- Substitute products or service: other types of packaging Knowledge of the market

(variables of the near environment):

- Potential customers: scarce and unknown
- Suppliers: scarce, unknown and nearby
- Competitors: numerous, known and direct